N E W S L E T T E R

FALL/WINTER 2002

NLX-001

CURRENT ACTIVITIES

DES Releases July 1, 2002 Population Estimates

The Department of Economic Security (DES) Director, John L. Clayton, approved the release of the July 1, 2002 population estimates on December 6, 2002. The new population estimates are available for Arizona, its counties, and all incorporated places. See pages 6-8. The figures and ranking tables are also included on our web site at
www.de.state.az.us/links/economic/webpage/page17.html.

Each year, state and county estimates are developed by DES while the subcounty estimates are developed by DES and the six regional Councils of Government (COGs). Draft estimates prepared by DES and the COGs are reviewed by the Population Technical Advisory Committee (POPTAC), established by Governor's Executive Order.

Once they are recommended by POPTAC, the population estimates are sent to the DES Director for approval and then forwarded to the Economic Estimates Commission (EEC) where they are used in the determination of local government expenditure limitations. DES is required to forward July 1st estimates to the EEC prior to December 15th of each year.

Additional information on POPTAC and on the estimates methodologies can also be found at the DES web site listed above.

Summary File 3 for Arizona Released

Arizona's Census 2000 Summary File 3 (SF3) was released in September. SF3 contains the sample data, which is the information compiled from the questions asked of a sample of all people and housing units. It contains a total of 813 unique tables—484 population tables and 329 housing tables—and includes characteristics for the total population and for a limited list of race and Hispanic or Latino groups. Tables identified with a "P" or "H" prefix are available for the block group and higher levels of geography, while "PCT" or "HCT" tables are available only for census tract and higher levels of geography.

The Census Bureau is selling the data on both DVD and CD-ROM. Ordering information can be found at *www.census.gov/main/www/cen2000.html*. Selected data tables (for Arizona areas only) can be found on our web site at *www.de.state.az.us/links/economic/webpage/page2.html*.

Business Census Forms Coming Soon

In December, 83,000 businesses in Arizona will receive 2002 Economic Census forms from the U.S. Census Bureau. Federal Reserve Board Chairman Alan Greenspan has called this census "indispensable to understanding America's economy." Taken every five years, the Economic Census "assures the accuracy of the statistics we rely on for sound economic policy and for successful business planning," said Greenspan.

Census statistics will be published on the web for more than a thousand industries as well as for states, counties, cities and metropolitan areas. The data are used by local businesses as well as government agencies and researchers.

Completed forms are due by February 12, 2003. Businesses that receive a form are required by law (Title 13, U.S. Code) to respond. To make it easier for businesses to complete their census forms, the Census Bureau has a business help site (*www.census.gov/econhelp*) and many businesses will be able to complete their forms on their computers. A toll-free "help line" (1-800-233-6136) is also available during business hours (8 a.m. to 8 p.m., EST, Monday through Friday).

Businesses Use Data to Gain Competitive Advantage

Gauge the competition – A soft drink bottler considered expanding into two related beverage manufacturing operations: milk and alcoholic beverages. Economic Census data shed light on industry specialization, company size, and the relationship of expenses to receipts – information that encouraged the bottler to diversify.

Calculate market share – A restaurant supply wholesaler calculated that it had roughly an 11-percent market share—its own sales divided by state totals for similar businesses—in its primary sales region in the northern mountain states. The wholesaler used that figure as a target when it expanded into Arizona and New Mexico.

Business to Business – A man who had developed software for managing quality control operations made a list of industries most likely to use his product, then ranked the top industries based on census figures for value added and growth. He customized his software to appeal to those top prospects. Census data on CD-ROM made it easy to find areas where large plants in the target industries were located.

Site location – A major food store chain uses Economic Census data and population figures to estimate potential weekly food store sales in the trade area for each of its stores. These estimates allow the company to calculate market share for each existing store, and to evaluate prospective sites for new stores.

The owner of a chain of auto accessory stores computed the ratio of accessory sales in the Economic Census to household income from the population census for several neighboring metropolitan areas. Finding his own area well above national averages, he inferred that the local market for auto accessory stores might be already saturated. That contributed to his decision to expand into a nearby metro area with a lower ratio instead of adding another store locally.

Design sales territories and set sales quotas – An insurance company uses counts of establishments and sales by kind of business to redesign sales territories and set quotas and incentive levels for agents. By comparing their own records on customers to census figures, company executives found which kinds of businesses were better prospects than others.

Enhance business opportunity presentations to banks or venture capitalists – An entrepreneur used census data to support her loan application, as she sought financing to start a tailoring and alterations shop for women executives. She used Economic Census data on her line of business in conjunction with data on women in managerial occupations from the census of population.

Evaluate new business opportunities – A manufacturer of industrial chemicals used data on production of semiconductors and other high technology products to assess the feasibility of introducing a line of advanced composite materials.

Maintain local tax base – The Economic Development Commission of Chicago attempts to attract new business to the city, and retain those they already have, by talking to companies about real estate and workforce needs. They used Economic Census data to identify industries growing nationally but not doing as well locally.

Assist local businesses – A consultant uses Economic Census CD-ROMs to compute business averages—such as sales per capita and establishments per 100,000 residents. He markets comparative summaries to shopping mall owners seeking business tenants and to prospective entrepreneurs. He advises them to look for opportunities in communities where an industry is underrepresented relative to state and national norms.

Small Business Development Centers in many states help business owners assess their marketing and management challenges and become familiar with business data sources such as the Economic Census.

Research – A professor at Harvard University studied a series of votes in Congress related to free trade issues. He used Economic Census data on manufacturing to explore the correlation between each state's industrial structure and the way that state's Congressional representatives voted on these issues.

Public policy and statistics – The Federal Reserve Board uses Economic Census data to understand change in the American economy, and to benchmark productivity estimates and other measures of economic performance. The U.S. Department of Commerce uses Economic Census statistics to benchmark and update the National Income and Product Accounts, one of the components of the Gross Domestic Product (GDP) estimates. Federal and state agencies look to Economic Census data to gauge the effectiveness of programs such as minority contracting guidelines, trade policies, and job retraining.

Disaster Response – The Federal Emergency Management Agency uses Economic Census data by ZIP Code to inventory business locations by industry and size. They use this information to estimate potential losses to employment and productive capacity that might result from a major fire, flood, or other disaster.

Grandparents as Caregivers

For the first time, the Census 2000 long-form questionnaire asked whether the respondent had any of his or her own grandchildren under the age of 18 living in the household and whether or not the grandparent was responsible for most of the basic needs of the grandchild and how long this grandparent has been responsible.

Census 2000 data shows that 114,990 grandparents in Arizona are living with their own grandchildren under age 18 in their homes. Of those, 45% (52,210) have responsibility for their grandchildren's needs. The following table shows the total number of persons age 30+ who are living with their own grandchildren under age 18 and how many of these grandparents are responsible for their own grandchildren and the length of time they have been responsible.

Source: Census 2000 Summary File 3

Area	Total	Responsible	%	< 6 mos.	6-11 mos.	1 or 2 yrs.	3 or 4 yrs.	5+ yrs.
Arizona	114,990	52,210	45.4%	6,666	6,080	13,766	8,881	16,817
Apache County	3,316	2,112	63.7%	283	252	587	226	764
Cochise County	2,938	1,616	55.0%	249	247	363	253	504
Coconino County	3,059	1,670	54.6%	243	214	362	238	613
Gila County	1,559	1,011	64.8%	137	103	197	166	408
Graham County	1,063	635	59.7%	56	44	152	154	229
Greenlee County	257	145	56.4%	7	16	57	42	23
La Paz County	462	249	53.9%	33	25	53	45	93
Maricopa County	62,960	25,907	41.1%	3,210	3,079	6,855	4,770	7,993
Mohave County	3,309	1,811	54.7%	257	296	344	349	565
Navajo County	3,821	2,280	59.7%	403	175	493	224	985
Pima County	18,399	8,471	46.0%	1,018	872	2,612	1,477	2,492
Pinal County	4,773	2,246	47.1%	283	281	635	186	861
Santa Cruz County	1,851	736	39.8%	110	49	170	123	284
Yavapai County	2,701	1,405	52.0%	104	211	329	229	532
Yuma County	4,522	1,916	42.4%	273	216	557	399	471

ARIZONA DEMOGRAPHICS

2002 Estimates Trends, Surprises
by Samuel Colon
DES State Demographer for Estimates

As of July 1, 2002, the Arizona population numbered 5,472,750 people, up by 1.8 million (49.3 percent) from the total in the 1990 Census. Since the 2000 Census the state population is up by 342,118 (6.67 percent). The July 1, 2002 estimates show the continuation of established patterns of growth as well as unusual results.

Two years into the new decade, Coconino County is the state's fastest growing county. Its population grew 7.82 percent between Census 2000 and the July 1, 2002 estimates. Yavapai (7.61 percent), Mohave (7.37 percent), and Maricopa (7.29 percent) are the second, third, and fourth fastest growing counties for the same time period. Three other counties (Pima, Pinal and Yuma) grew at least 5.5 percent.

At the place level, El Mirage (171.3 percent) in Maricopa County is the state's fastest growing city/town in the post Census 2000 era. Two other cities/towns grew at least 45 percent, Sahuarita in Pima County and Surprise in Maricopa County. Four other cities/towns grew at least 30 percent and all of them were in either in Maricopa or Pima County.

14 cities/towns lost population between the 1990 and the 2000 Census. Clifton with a 244 population decline and Winkelman with 233 were the most affected by the population loss. The population in four other cities/towns decreased by more than 150. Only three cities/towns lost population from the Census 2000 to July 1, 2002 estimates. They were all small losses with Winslow having the largest decrease (70 people). Overall, the population growth in Arizona is following a linear trend since the 1990 Census and it looks like this decade will follow the same trend.

APACHE COUNTY	70,105	**MARICOPA CO.**	3,296,250	**PIMA COUNTY**	890,545
Eagar	4,105	Apache Junction*	275	Marana	17,770
Saint Johns	3,545	Avondale	47,610	Oro Valley	34,050
Springerville	1,990	Buckeye	11,955	Sahuarita	5,455
Unincorporated	60,465	Carefree	3,150	South Tucson	5,520
		Cave Creek	4,025	Tucson	507,085
COCHISE COUNTY	124,040	Chandler	194,390	Unincorporated	320,665
Benson	4,745	El Mirage	20,645		
Bisbee	6,140	Fountain Hills	21,740	**PINAL COUNTY**	192,395
Douglas	16,710	Gila Bend	2,015	Apache Junction*	33,295
Huachuca City	1,800	Gilbert	133,640	Casa Grande	27,830
Sierra Vista	40,415	Glendale	227,495	Coolidge	8,160
Tombstone	1,535	Goodyear	26,715	Eloy	10,810
Willcox	3,815	Guadalupe	5,325	Florence	14,540
Unincorporated	48,880	Litchfield Park	3,850	Kearny	2,255
		Mesa	427,550	Mammoth	1,790
COCONINO COUNTY	125,420	Paradise Valley	14,090	Queen Creek*	120
Flagstaff	59,160	Peoria*	122,655	Superior	3,280
Fredonia	1,090	Phoenix	1,365,675	Winkelman*	5
Page	7,040	Queen Creek*	5,435	Unincorporated	90,310
Sedona*	3,060	Scottsdale	214,090		
Williams	2,910	Surprise	45,125	**SANTA CRUZ CO.**	39,840
Unincorporated	52,160	Tempe	159,425	Nogales	21,110
		Tolleson	5,050	Patagonia	905
GILA COUNTY	53,015	Wickenburg	5,500	Unincorporated	17,825
Globe	7,525	Youngtown	3,295		
Hayden	890	Unincorporated	225,530	**YAVAPAI COUNTY**	180,260
Miami	1,965			Camp Verde	9,940
Payson	14,510	**MOHAVE COUNTY**	166,465	Chino Valley	8,205
Winkelman*	445	Bullhead City	35,410	Clarkdale	3,570
Unincorporated	27,680	Colorado City	3,905	Cottonwood	10,020
		Kingman	22,045	Jerome	330
GRAHAM COUNTY	34,070	Lake Havasu City	46,400	Peoria*	-
Pima	2,040	Unincorporated	58,705	Prescott	36,375
Safford	9,395			Prescott Valley	26,115
Thatcher	4,130	**NAVAJO COUNTY**	101,615	Sedona*	7,480
Unincorporated	18,505	Holbrook	4,935	Unincorporated	78,225
		Pinetop-Lakeside	3,750		
GREENLEE COUNTY	8,605	Show Low	8,295	**YUMA COUNTY**	169,760
Clifton	2,595	Snowflake	4,700	San Luis	18,345
Duncan	825	Taylor	3,590	Somerton	7,985
Unincorporated	5,185	Winslow	9,450	Wellton	1,870
		Unincorporated	66,895	Yuma	81,380
LA PAZ COUNTY	20,365			Unincorporated	60,180
Parker	3,250				
Quartzsite	3,430			**ARIZONA**	5,472,750
Unincorporated	13,685				

*County portion only.

INCORPORATED PLACES RANKED BY POPULATION SIZE: 2002

Rank	Place	DES Estimate 7/1/2002	Rank	Place	DES Estimate 7/1/2002
1	Phoenix	1,365,675	44	Globe	7,525
2	Tucson	507,085	45	Page	7,040
3	Mesa	427,550	46	Bisbee	6,140
4	Glendale	227,495	47	Queen Creek	5,555
5	Scottsdale	214,090	48	South Tucson	5,520
6	Chandler	194,390	49	Wickenburg	5,500
7	Tempe	159,425	50	Sahuarita	5,455
8	Gilbert	133,640	51	Guadalupe	5,325
9	Peoria	122,655	52	Tolleson	5,050
10	Yuma	81,380	53	Holbrook	4,935
11	Flagstaff	59,160	54	Benson	4,745
12	Avondale	47,610	55	Snowflake	4,700
13	Lake Havasu City	46,400	56	Thatcher	4,130
14	Surprise	45,125	57	Eagar	4,105
15	Sierra Vista	40,415	58	Cave Creek	4,025
16	Prescott	36,375	59	Colorado City	3,905
17	Bullhead City	35,410	60	Litchfield Park	3,850
18	Oro Valley	34,050	61	Willcox	3,815
19	Apache Junction	33,570	62	Pinetop-Lakeside	3,750
20	Casa Grande	27,830	63	Taylor	3,590
21	Goodyear	26,715	64	Clarkdale	3,570
22	Prescott Valley	26,115	65	Saint Johns	3,545
23	Kingman	22,045	66	Quartzsite	3,430
24	Fountain Hills	21,740	67	Youngtown	3,295
25	Nogales	21,110	68	Superior	3,280
26	El Mirage	20,645	69	Parker	3,250
27	San Luis	18,345	70	Carefree	3,150
28	Marana	17,770	71	Williams	2,910
29	Douglas	16,710	72	Clifton	2,595
30	Florence	14,540	73	Kearny	2,255
31	Payson	14,510	74	Pima	2,040
32	Paradise Valley	14,090	75	Gila Bend	2,015
33	Buckeye	11,955	76	Springerville	1,990
34	Eloy	10,810	77	Miami	1,965
35	Sedona	10,540	78	Wellton	1,870
36	Cottonwood	10,020	79	Huachuca City	1,800
37	Camp Verde	9,940	80	Mammoth	1,790
38	Winslow	9,450	81	Tombstone	1,535
39	Safford	9,395	82	Fredonia	1,090
40	Show Low	8,295	83	Patagonia	905
41	Chino Valley	8,205	84	Hayden	890
42	Coolidge	8,160	85	Duncan	825
43	Somerton	7,985	86	Winkelman	450
			87	Jerome	330

CENSUS PRODUCTS NOW AVAILABLE

All reports are available for inspection at the DES State Data Center, 1789 West Jefferson, First Floor - North Wing, Phoenix.

Decennial Census Reports

Summary Population and Housing Characteristics – Arizona: 2000. *(PHC-1-4)*
234 pp. (available at ***www.census.gov/population/www/cen2000/00pubs/decenial.html***)

Arizona: 2000 (Census 2000 Profile). *(C2KPROF/00-AZ)*
6 pp. (available at ***www.census.gov/prod/2002pubs/c2kprof00-az.pdf***)

Measuring America: The Decennial Censuses From 1790 to 2000. *(POL/02-MA(RV)*
(available at ***www.census.gov/prod/www/abs/gen-ref.html***)

Current Population Reports

The Older Foreign-Born Population in the United States: 2000. *(P23-211)*
15 pp. (available at ***www.census.gov/prod/www/abs/popula.html***)

Custodial Mothers and Fathers and Their Child Support: 1999. *(P60-217)*
8 pp. (***www.census.gov/prod/www/abs/custody.html***)

Money Income in the United States: 2001. *(P60-218)*
33 pp. (available at ***http://landview.census.gov/hhes/www/income.html***)

Poverty in the United States: 2001. *(P60-219)*
41 pp. (available at ***http://landview.census.gov/hhes/www/poverty.html***)

Health Insurance Coverage: 2001 *(P60-220)*
24 pp. (available at ***http://landview.census.gov/prod/2002pubs/p60-220.pdf***)

Financing the Future – Postsecondary Students, Costs & Financial Aid: 1996-1997. *(P70-83)*
18 pp. (available at ***www.census.gov/prod/www/abs/popula.html***)

Other

North American Industry Classification System (NAICS)--United States, 2002
1,400 pp. manual. (order from NTIS at (800) 553-6847 or (703) 605-6000)

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The SDC Newsletter is published quarterly by the Department of Economic Security (DES) Population Statistics Unit, as a part of the **Arizona State Data Center** (SDC) program. If you are not currently receiving our newsletter and would like to be placed on the mailing list, please email us at: popstats@de.state.az.us or write us at the above address or call (602) 542-5984. If you do not wish to continue receiving our newsletter or if your address has changed, please return address label with notation. The Arizona State Data Center was established in 1978 to improve access to census products and information. The program does not receive funding from the Census Bureau. The Arizona State Data Center consists of a network of organizations working together to provide assistance to data users. All staff members listed as contacts for the program are librarians, planners, university professors and government employees. Readers are encouraged to contact the SDC organizations listed in the newsletter whenever they have a need for census-related information.

The DES Population Statistics Unit serves as lead agency for the SDC program, and provides census-related services such as tape processing, user consultation and training activities. The unit also prepares the official population estimates and projections for Arizona. Staff members include:

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